

# Success is all in the Delivery

The topic of this month's BIZ magazine is Transportation. It is easy to think of many businesses in our area that are involved in transportation ranging from trucking, rail, and air plus a few others such as taxi and shuttle services as well as the recent addition of pedicabs to downtown Ogden. For this month's article, I am going to use a term similar in meaning but much broader in scope. The term is delivery.

All businesses are involved in delivery in one or more methods. We can think of delivery as how you deliver your goods to the customer, be that a product or a service. You may deliver your product directly to the customer via a retail storefront or business office where the customer comes to you. You may take your product to the customer such as a vendor may do by stocking product on shelves or a trainer by presenting a live conference. Plumbers, landscape services and many others go to the customer's location to deliver. You may ship your product via USPS, UPS, DHL or one of the many other shipping providers. You may transmit your product via the Internet. I am receiving training

more and more via webcast types of delivery. How you deliver your product is important to the customer and to your business's profitability.

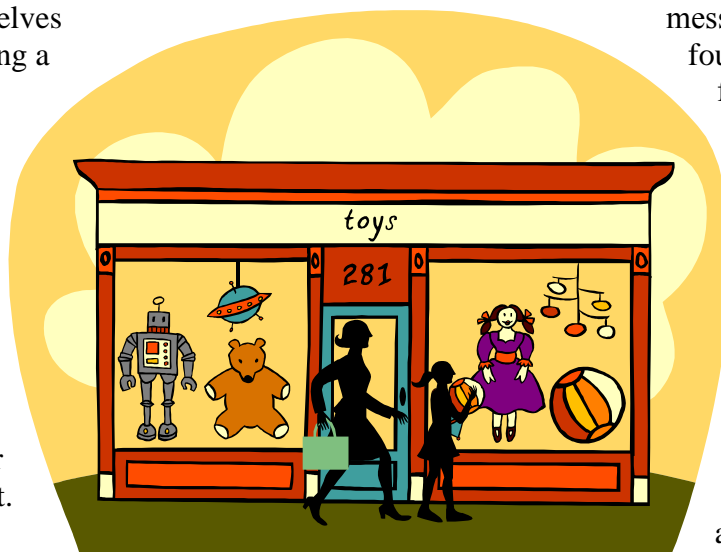
One of the catch phrases of marketing is "location, location, location", meaning you need to analyze the business's needs to either get people into the store or get the product to the customer. For a retail business, delivery may be stimulated by large volumes of walk-by traffic such as a mall would provide. For a manufacturing business, delivery may be dependent on access to rail and trucking conveniences. For a neighborhood beauty salon, delivery may depend on parking, ease of entry into the shop and proximity to the neighborhood. You can make or break a business by miscalculating the need for location by putting yourself

into too high of rents or the wrong traffic flows.

I laugh quite frequently about the success of Maddox in Perry. They have few of the attributes that would normally be a key to success for a restaurant. They are in an area with a lower population base, not easily accessed from the freeway, not near any draws such as a conference center etc., but they have a reputation that makes them a destination location. Customers don't care that they may have to drive for miles to get there; they are interested in the experience.

This brings us to some of the other ways in which a business delivers. Some ways that come to mind are delivery of the sales pitch, delivery of the experience, delivery of warranty and guarantee and delivery of the message. Let's look at these four items and please feel free to let me know what else I have missed.

Delivery of the sales pitch is a skill. Good sales people study, train and refine a great deal. Delivery of the sales pitch encompasses everything from the server taking an order at a restaurant, to a sales



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clerk finding out what you are looking for today, to a car salesman trying to get you to test drive that car, to a pharmaceutical salesman introducing a doctor to the latest drug. Unfortunately, the lack of training makes many of these salespeople ineffective. The clerk who asks “Can I help you?” is not delivering a sales pitch. The car salesman who speaks loudly and waves his arms is not delivering a sales pitch. Today’s customers look to develop rapport and relationships. Time spent developing this relationship and identifying the needs of the customer consumes much more time than the actual closing of the sale.

Delivery of experience comes through touching the senses of the customer. Décor is

one of the primary ways of delivering experience, but aroma, sound, taste and texture can also be used in many subtle ways. So how does a garage or machine shop touch the senses of the customer? It is still there. Take the time to look around and inquire from your customers.

Delivery of warranty and guarantee is just that. Stand behind your product, be timely, and get it right. The customer lives in a very stress-filled world. The things you do to make them satisfied will develop a loyalty that is invaluable. Sometimes we let policies and procedures stand in the way of customer satisfaction. Let the employees know that your business will always

seek a way to satisfy the customer.

Our last item is delivery of the message. We hear a lot about developing mission statements and brands. These items are wonderful. Now, deliver those messages to the public. Let them know what you stand for. Realize that delivering a message that lets them know that you care about the environment, the poor, the sick, a sport, a lifestyle or about them is just as important as delivering a message about the big sale this weekend.

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